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Please find below and/or attached an Office communication concerning this application or proceeding.

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DETAILED ACTION

Response to Arguments

1. Applicant's arguments filed November 20, 2009 have been fully considered but they are not persuasive. Applicant argues :

> **a. *Teraura* Does Not Disclose an Electronic Tag That Stores Image Data Nor a Reading Unit That Reads Image Data from an Electronic Tag.**

However, Teraura discloses an RFID tag which recieves, transmits, and stores image data and reading of the image data stored on the RFID tag in column 3, lines 10-32.

> **b. *Yano* Does Not Disclose a Reading Unit That Reads Out Modifiable Attribute Information, that Corresponds to Attribute Information Which Constitutes an Appearance of Original Image Data of the Image Data on an Electronically Tagged Printed Matter, from an Electronic Tag. The Office Action recognizes that *Teraura* fails to teach a reading unit for reading out modifiable attribute information among attribute information of the electronically tagged printed matter from the electronic tag, a display unit for displaying the modifiable attribute information, a modifying unit for modifying the modifiable attribute information and a printing unit for printing image data read by the reading unit. Applicants respectfully disagree with the Office Action's assertion that *Yano* overcomes the deficiencies of *Teraura* noted above. Claim 38 recites that the second reading unit reads out modifiable attribute information that corresponds to attribute information which constitutes an appearance of original image data of the image data on the electronically tagged printed matter from an electronic tag. The Examiner recognizes that such a feature is not disclosed in either the *Teraura* or *Yano* references. In paragraph 1 of the Office Action, the Examiner appears to traverse the Applicants' observation that the Examiner recognizes that the feature of modifiable attribute information corresponding to attribute information which constitutes an appearance of original image data**

of the image data on the tag, is not disclosed in *Teraura* or *Yano*. However, on page 5, in the second full paragraph of the Office Action, the Examiner states that "the combination of Yano '194 and Teraura '279 fail to teach modifiable attribute information corresponding to attribute information which constitutes an appearance of original image data of the image data on the tag." Because the Examiner, in one portion of the Office Action recognizes that these features are not disclosed in *Teraura* or *Yano,* and in another portion of the Office Action appears to be traversing this assertion, clarification is respectfully requested. *Yano* discloses reading out "additional information" rather than the attribute information which comprises the imaqe data. As disclosed in *Yano* at paragraphs [0050], [0135] and [0141], the additional information is only designed to provide additional information to the original image but does not compose the original image. For example, as disclosed in paragraphs [0135] and [0141] the original and additional information are separately output and can be separately printed. Furthermore, in *Yano* there is no disclosure that the original or the additional information is modifiable. In *Yano* there can only be the addition of other images to original images, selection of the patterns displaying other images etc. There is no capability to modify the oriqinal ima.qe itself. The Office Action cites step 110 in Fig. 9 as a modifying unit. However, this step merely discloses printing data stored in the IC chip. The Office Action also identifies element 510 as the modifying unit. However, paragraph [0102] of *Yano* merely discloses that UI section 510 controls the UI apparatus 26 to display selection information. Selection information prompts the user to select the additional information to be printed out. There is no disclosure of a modifying unit for modifying the modifiable attribute information read out by the second reading unit nor any disclosure of reading out modifiable attribute information corresponding to attribute information which constitutes an appearance of original image data as in Applicants' independent claim 38.

Notice that Yano'194 teaches a reading unit (number 520, Fig. 8) for reading out modifiable attribute information (additional information, paragraph 0102-0110, additional attribute which can be printed as an image) among attribute information of said electronically tagged printed matter from said electronic tag (data from IC chip, paragraph 0106); a display unit (number 26, Fig. 4) for displaying the modifiable

attribute information read out by said second reading unit (Fig. 10/11, UI displaying selection information, which prompts the user to select the additional information to be printed out, paragraph 0102); a modifying unit (number 510, Fig. 8 user interface) for modifying the modifiable attribute information (paragraph 0103-104) read out by said second reading unit (user operation designating an output format, paragraph 104); and a printing unit (number 560, Fig. 8) for printing image data read by said reading unit, based on the attribute information modified by said modifying unit (S110, Fig. 9). Yano'194 is silent on the limitation that the modifiable attribute information "**Corresponds to Attribute Information Which Constitutes an Appearance of Original Image Data of the Image Data on an Electronically Tagged Printed Matter, from an Electronic Tag.**" Watanabe'867 teaches modifiable attribute information corresponding to attribute information which constitutes an appearance of original image data of the image data on the tag (store area data and the attribute data, paragraph 0133).

c. ***Watanabe* Does not Disclose Modifiable Attribute Information**

Watanabe'867 teaches modifiable attribute information (area data and attribute data, paragraph 0133, both being capable of modification) corresponding to attribute information which constitutes an appearance of original image data of the image data on the tag (notice the area data and attribute data are related to a part of the image, notice that both area and attribute data are used to view/print/modify the image realized in a text/picture separating processing described in paragraph 0125-126).

Claim Rejections - 35 USC § 103

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

3. Claims 38, 41, 42, 46, 49, 50, 54, and 58 -61 are rejected under 35 U.S.C. 103(a) as being unpatentable over Teraura (US Patent 6,827,279) in view of Yano (US Pub. No. 2004/0109194) and in further view of Watanabe et al. (US Publication No. 2004/0075867).

Regarding claims 38, 46, and 54 Teraura'279 teaches an image forming device (number 1, Fig. 5), comprising: a reading unit (number 15, Fig. 5) for reading image data from an electronic tag of an electronically tagged printed matter (Step B5, Fig. 7) wherein image data is printed (Step A5, Fig. 6) on an electronically tagged printing paper equipped with the electronic tag (Fig. 1) for storing electronic data in a certain part of the printing paper (Step A4, Fig. 6) and said electronic tag stores image data printed on said electronically tagged printing paper (B14 and B15, Fig. 8); and a second reading unit (number 16, Fig. 5).

Teraura'279 fails to teach a reading unit for reading out modifiable attribute information among attribute information of said electronically tagged printed matter from said electronic tag; a display unit for displaying the modifiable attribute information read out by said second reading unit; a modifying unit for modifying the modifiable attribute information read out by said second reading unit; and a printing

unit for printing image data read by said reading unit, based on the attribute information modified by said modifying unit.

Yano'194 teaches a reading unit (number 520, Fig. 8) for reading out modifiable attribute information (additional information, paragraph 0102-0110 additional attribute which can be printed as an image) among attribute information of said electronically tagged printed matter from said electronic tag (data from IC chip, paragraph 0106); a display unit (number 26, Fig. 4) for displaying the modifiable attribute information read out by said second reading unit (Fig. 10/11, UI displaying selection information, which prompts the user to select the additional information to be printed out, paragraph 0102); a modifying unit (number 510, Fig. 8 user interface) for modifying the modifiable attribute information (paragraph 0103-104) read out by said second reading unit (user operation designating an output format, paragraph 104); and a printing unit (number 560, Fig. 8) for printing image data read by said reading unit, based on the attribute information modified by said modifying unit (S110, Fig. 9).

The combination of Yano'194 and Teraura'279 fail to teach modifiable attribute information corresponding to attribute information which constitutes an appearance of original image data of the image data on the tag.

Watanabe'867 teaches modifiable attribute information corresponding to attribute information which constitutes an appearance of original image data of the image data on the tag (store area data and the attribute data, paragraph 0133).

Having a system of Teraura'279 reference and then given the well-established teaching of Yano'194 reference, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify the RFID read/write MFP

system of Teraura'279 reference to include means for controlling additional information as taught by Yano'194 reference. The combination would have increased the flexibility of the MFP system, further, the control of additional information would have yielded predictable results when applied to the MFP system. Further, having a system of Teraura'279 and Yano'194 reference and then given the well-established teaching of Watanabe'867 reference, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify the electronic tag system of Teraura'279 and Yano'194 reference to include attribute information as taught by Yano'194 reference since the substitution of one known element for another would have been predictable.

Regarding claims 41 and 49 the combination of Teraura'279, Yano'194, and Watanabe'867 teach wherein said printing unit (Teraura'279, number 11, Fig. 5) prints image data on an electronically tagged printing paper equipped with an electronic tag for storing electronic data in a certain part of the printing paper (Teraura'279, Fig. 1), further comprising: a writing unit (Teraura'279, number 17, Fig. 5) for writing the image data printed by said printing unit on the electronic tag of the electronically tagged printing paper on which the image data is printed by said printing unit (Teraura'279, Step A4, Fig. 6).

Regarding claims 42, 50 and 58 the combination of Teraura'279, Yano'194, and Watanabe'867 teach wherein said electronic tag transmits or receives electronic data by means of wireless communications (Teraura'279, radio wave signals, column 4, lines 48-53).

Regarding claim 59, the combination of Teraura'279, Yano'194, and Watanabe'867 teach wherein said modifiable attribute information is a format of the

image data on said electronically tagged printed matter from said electronic tag (Watanabe'867 contents data is read from the IC chip, a part of the image, which is to be printed, paragraph 0186).

Regarding claim 60 the combination of Teraura'279, Yano'194, and Watanabe'867 wherein said modifiable attribute information corresponds to at least one of image data's color, resolution, font size, font color, and font type (Watanabe'867 font image of text data, paragraph 0163).

Regarding claim 61 the combination of Teraura'279, Yano'194, and Watanabe'867 wherein said electronic tag stores electronic data having a header part storing said modifiable attribute information (Watanabe'867 attribute data, paragraph 0133) and an image data part storing the original image data (Watanabe'867 area data, paragraph 0133) and attribute data defined by said modifiable attribute information (Watanabe'867 Fig. 4 and Fig. 11).

/King Y. Poon/

Supervisory Patent Examiner, Art Unit 2625